

**LIS 5315: Instructional Graphics****"a.k.a. Web Design for Libraries"****Fall 2007 (updated 08.27.07)****USF 2001-2003 Online Graduate Catalog Description:**

**LIS 5315 INSTRUCTIONAL GRAPHICS (3)** Theoretical aspects, planning and production of instructional graphic materials. The theory of graphic communications. Interpreting needs for instructional materials appropriate for given behavioral objectives.

**Instructor's Course Description:** Working Title "Web Page Design for Libraries". This class is designed to familiarize the student with appropriate web design principles and graphical presentation techniques as applied to instructional and informational resources. It focuses on the theories and hands-on creation of resources incorporating the understanding and design of visual elements (text, graphics, content, color, etc.), usability, accessibility, multicultural, and global considerations. Students will learn to find and evaluate existing web resources, design and create original web resources, and be aware of current issues in web design as they relate to instructional and informational environments.

<b>Instructor</b>	Diane Austin, Instructor
<b>Location</b>	School of Library & Information Science University of South Florida 4202 E. Fowler Avenue, CIS 2027 Tampa, FL 33620-7800
<b>E-mail</b>	austind@cas.usf.edu
<b>Web Page</b>	<a href="http://www.cas.usf.edu/lis/faculty/austin.html">http://www.cas.usf.edu/lis/faculty/austin.html</a>
<b>Phone</b>	813.974.6364
<b>Fax</b>	813.974.6840
<b>Office Hours</b>	Virtual and in person - by appointment only
<b>Course Objectives</b>	<p>After this course the student will be able to:</p> <ul style="list-style-type: none"> <li>• Research, evaluate, and describe the considerations regarding usability, accessibility, navigability, cultural sensitivity, global issues, and good design practices for web sites in an instructional and informational resource environment.</li> <li>• Create and modify web page elements using various web and graphic creation tools for appropriate layout and design objectives.</li> <li>• Research and analyze current web design issues, elements, and considerations.</li> <li>• Create a web page using html.</li> <li>• Create a comprehensive web site employing good design principles and using appropriate content for an instructional and information resource environment.</li> <li>• Understand the use of graphic and other informational representations for use in multiple media.</li> </ul>
	The course is being held within myUSF in the Blackboard

Class Meetings	<p>course environment at <a href="https://my.usf.edu">https://my.usf.edu</a>. There are no required meetings for this course. However, you are expected to login and check initial course requirements within the first week of class to affirm your participation in the course and login in at least weekly or as required by your instructor. Note: You will need a <b>USF NetID</b> to login to the class.</p> <p>Students are encouraged to make appointments for individual assistance on campus or virtually and attend optional help sessions, if necessary. Students are also encouraged to work together online or in study groups, but are required to create their own original work or attribute other's work appropriately.</p>
Prerequisites	<p>The following are prerequisites or corequisites for this course. If you have any questions, please contact the instructor.</p>
	<ul style="list-style-type: none"> <li>• <b>A NetID:</b> You will need a USF NetID to access this course. Go to <a href="http://www.acomp.usf.edu/help/netid/una.html">http://www.acomp.usf.edu/help/netid/una.html</a> for more info. To activate your NetID, go to <a href="https://una.acomp.usf.edu/">https://una.acomp.usf.edu/</a>.</li> <li>• <b>An active E-mail account:</b> Your instructor will be contacting you throughout the semester through myUSF/Blackboard e-mail. Therefore you must either:             <ol style="list-style-type: none"> <li>1) use and check your official USF e-mail account (assigned when activating your NetID, typically a "mail" account), or</li> <li>2) forward your official USF e-mail account to another preferred account. <b><i>It is the student's responsibility to make sure that they can be contacted in one of the ways mentioned above.</i></b> If you choose to forward your email, make sure that your mailbox does not "fill up" and rejector kick email back to the sender or that it filters out course email from your instructor. Sometimes it is better just to learn to regularly check your USF mail account!</li> </ol> <p>To forward your USF e-mail, go to <a href="https://una.acomp.usf.edu/">https://una.acomp.usf.edu/</a> and login with your NetID and password. If your official USF e-mail is a "mail" account or another USF e-mail, you may forward it to a preferred e-mail address by "Editing your account options". If you have questions, contact Academic Computing.</p> </li> <li>• <b>Web Space:</b> You must have web space to "post" your web projects. Each student is given free USF web space when they activate their NetID. Any other web space <b>must be approved</b> by the instructor before the first web project is due. You will learn to access and use your USF webspace during this course.</li> <li>• <b>Basic understanding of HTML.</b> Beginning in summer 2007, a foundational understanding of HTML will be developed <i>during</i> this class. It is expected that you will use web code to create your projects unless otherwise instructed. <i>Web editing tools like Macromedia Dreamweaver may only be used when instructed.</i></li> <li>• <b>Access to a reliable computer, Internet access, and the capability of downloading software needed for the course.</b> Note: some networks may prevent the user from downloading to their computer. It is your</li> </ul>



	<p>responsibility as a student to make sure you can download and access any of the required softwares, plug-ins, or files. No software must be purchased for this class. You are required to purchase the texts. Note: we are using the 3rd edition of the Niederst text, so it does not have a CD for trial versions of software), however you will be directed to download freeware or shareware versions of software at appropriate times during the semester. Any software that is not specifically recommended by your instructor needs to be approved before you begin using it for your projects.</p>
<b>Timeline</b>	<p>Activities and course materials will be posted on a regular basis throughout the semester <b>as the course unfolds</b>. Not all materials/assignment details will be available at the beginning of the semester, as sometimes the course pace and appropriate readings and activities are determined by the level, background and interest of the students in a particular semester as determined by the instructor. It is the student's responsibility to login and check the course at least once per week or as required/announced by the instructor through USF e-mail and/or Blackboard Announcements. Due dates give a basic structure and recommended timeline for submitting deliverables but they may be flexible IF the student negotiates an acceptable alternative with the instructor <b>before assignments are due</b>.</p>
<b>Required Activities/Grading summer 2007</b>	<ul style="list-style-type: none"> <li>• Activities = 25 points             <ul style="list-style-type: none"> <li>◦ Activity 1 (Orientation) = 5 points</li> <li>◦ Activity 2 (Making/Posting a Web Page) = 10 points</li> <li>◦ Chapter Activities (self-reported on checklist) - 10 points</li> </ul> </li> <li>• Web Page Project (completed in parts throughout the semester and accompanied by written reflections throughout the semester. Total project parts = 65 points. Details TBA.             <ul style="list-style-type: none"> <li>◦ Web Site Plan</li> <li>◦ Draft of Web Site/Revisions</li> <li>◦ Final Web Site Project and Presentation</li> <li>◦ Reflection about the process, experience,</li> </ul> </li> </ul>

	<p>issues, challenges of learning the material, and creating your web site.</p> <ul style="list-style-type: none"> <li>• Participation= 10 points (participation in discussions, final project showcase, and other activities TBA)</li> </ul>
<b>Text(s)</b>	<p><b>There are required texts for this course.</b></p> <p><b>Fall 2007:</b></p> <p><u>Learning Web Design: A Beginner's Guide to HTML, Graphics &amp; Beyond</u>          Author: Jennifer Niederst          Publisher: O'Reilly Media, Inc.          Second Edition (2007) Available after June 1, 2007          ISBN: 059652752</p> <p><u>The Non-Designer's Web Book</u>          Author: Robin Williams and John Tollett          Publisher: Peachpit Press 3 edition (September 16, 2005)          ISBN: 0321303377</p> <hr/> <p>Other readings may be assigned throughout the semester as announced by your instructor. Suggested reading/reference list and optional reference books will also be suggested throughout the course. Books may be purchased online through the USF Bookstore at or any online commercial retail outlet such as <a href="http://Amazon.com">Amazon.com</a>. It is strongly suggested you get your books ASAP.</p>
<b>Additional References, Resources and Softwares</b>	<p>A resource list will be developed throughout the semester and made available to students as an instructional support tool. Books, resources, readings and softwares on the list will not be required, but may be helpful in preparing/completing requirements for this course or for future reference. They are available through the campus bookstore or most local and online stores (if they are not available, check with your store's ordering policy).</p>
	<p>The following grade scale will be used in evaluating the student's work. Any work not turned in when due, may be penalized for lateness.</p> <p>Beginning in fall semester 2000, the USF Registrar began recording plus and minus grades. Be aware that an A+ will not be recorded for the course, but that grade may be assigned to an individual assignment for exemplary performance. The midpoint of the range [shown in brackets below] will be used for purposes of converting letter grades to numbers when calculating final grades. In the case of numerical ranges (quizzes, activities) the following will be used to determine letter grades in this class. Projects are graded with a letter grade.</p> <ul style="list-style-type: none"> <li>• A 95-100</li> <li>• A- 92-94</li> <li>• B+ 88-91</li> <li>• B 84-87</li> </ul>



<p><b>Evaluation</b></p>	<ul style="list-style-type: none"> <li>• B- 80-83</li> <li>• C+ 76-79</li> <li>• C 73-75</li> <li>• C- 70-72</li> <li>• D 60-69</li> <li>• F Below 60</li> </ul> <p>Incompletes are not typically given in this course without extenuating, documented circumstances. If you request an Incomplete for the course, you must finish during the following semester. A grade contract agreeing to terms of finishing the course and must be signed by the student and the instructor. By practice, you will receive the grade earned by the end of the course. If incomplete work is made up the following semester, a grade change will be filed based on the quality of the assignments completed. Make sure you have the time to devote to the course, including learning new softwares on your own. You must stay on pace to complete the requirements.</p> <p>If you decide to drop this course, please be sure to officially withdraw by the University deadline, otherwise you will receive the grade earned (possibly an F) for the course.</p>
<p>Religious Preference "Absences":</p>	<p>All students, faculty, and staff at the University of South Florida have a right to expect that the University will reasonably accommodate their religious observances, practices and beliefs.</p> <p>Students are expected to attend classes and take examinations as determined by the University. The University will, at the beginning of each academic term, provide written notice of the class schedule and formal examination periods. The University, through its faculty, will make every attempt to schedule required classes and examinations in view of customarily observed religious holidays of those religious groups or communities comprising the University's constituency. No student shall be compelled to attend class or sit for an examination at a day or time prohibited by his or her religious belief. Students are expected to notify their instructors if they intend to be absent for a class or announced examination, in accordance with this policy, prior to the scheduled meeting. Students absent for religious reasons will be given reasonable opportunities to make up any work missed. In the event that a student is absent for religious reasons on a day when the instructor collects work for purposes of grading (homework, pop quiz, etc.), the student shall be given a reasonable opportunity to make up such work or shall not have that work averaged into the student's grade at the discretion of the instructor.</p>
	<p>The University of South Florida has an account with an automated plagiarism detection service which allows instructors to submit student assignments to be checked for plagiarism.</p> <p>I reserve the right to:</p> <ol style="list-style-type: none"> <li>1) request that all assignments be submitted to me as electronic files and</li> <li>2) electronically submit assignments to the University's</li> </ol>

Plagiarism	<p>plagiarism site of choice.</p> <p>Assignments are compared automatically with a huge database of journal articles, web articles, and previously submitted papers. The instructor receives a report showing exactly how a student's paper was plagiarized. For more information you can read the USF policy on plagiarism at <a href="http://www.ugs.usf.edu/catalogs/0304/adadap.htm#plagiarism">http://www.ugs.usf.edu/catalogs/0304/adadap.htm#plagiarism</a>.</p> <p>3) Web pages or graphic assignments will also be judged for original work or must be appropriately credited to a source. If web pages or graphics are in violation of copyright or plagiarized, USF policy may be enforced. I encourage students to work together and help each other, however, if you use the same code and just change content, that will be considered plagiarism of another's work.</p>
For Student's with Disabilities	<p>If you are a student with any type of disability, it is your responsibility to make this known to the USF Student Disabilities Office in order to receive any type of accommodation in this course. If you have such paperwork and need an accommodation, please fax me a copy of the paperwork at 813-974-6840.</p> <p>Please notify the instructor within the first week if a reasonable accommodation for a disability is needed for this course. A letter from the Student Disability Services Office must accompany the request. Information for the USF Student Disability Services Office is at <a href="http://www.sa.usf.edu/sds/">http://www.sa.usf.edu/sds/</a>.</p>
Other Info	<p>See course website at <a href="http://myweb.usf.edu/~austind/lis5315/">http://myweb.usf.edu/~austind/lis5315/</a> and myUSF/Blackboard at <a href="http://my.usf.edu">http://my.usf.edu</a></p>
<b>Information is subject to change. This information is current as of 08/27/2007</b>	